



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/03 thru 10/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Oct 03, 2014

NATIONAL SUMMARY

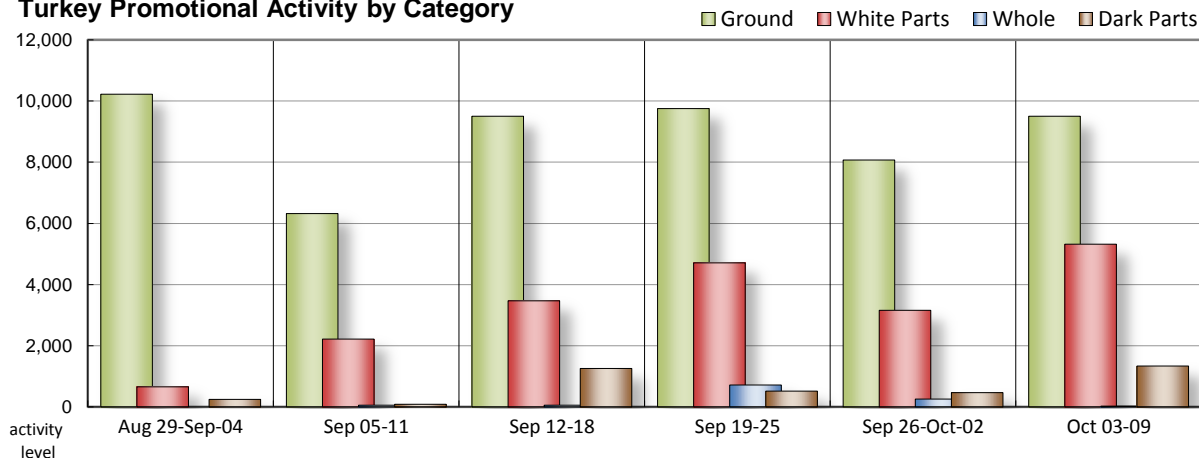
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	50.5% of 22,900 outlets		38.9% of 22,900 outlets		N/A	
Special Rate ^{4/}	1.3%		2.3%		N/A	
Activity Index ^{2/}	18,150		14,610		N/A	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.49	120	1.99	N/A	N/A
" - Toms			120	1.99	N/A	N/A
Frozen - Hens	10	1.29	10	1.29	N/A	N/A
" - Toms	10	1.29	10	1.29	N/A	N/A
PARTS:						
Breast:						
Bone-in, whole					N/A	N/A
Fresh	10	2.99	230	3.51	N/A	N/A
Frozen	3,090	1.54	1,970	1.90	N/A	N/A
Split, bone-in					N/A	N/A
Fresh	10	2.99	70	3.32	N/A	N/A
Rotisserie	820	8.16	470	7.25	N/A	N/A
Boneless, whole	230	4.80	40	4.48	N/A	N/A
Cutlets	880	4.93	170	4.93	N/A	N/A
Cutlets, thin sliced	40	4.99	10	6.99	N/A	N/A
Strips					N/A	N/A
Tenders	70	3.89	40	4.73	N/A	N/A
Marinated Tenders	170	3.94	160	4.26	N/A	N/A
Drumsticks	240	2.67	130	1.60	N/A	N/A
Thighs	100	2.99	100	1.83	N/A	N/A
Wings	300	2.73	170	1.73	N/A	N/A
Necks	20	1.79			N/A	N/A
Smoked Drumsticks	280	2.49	20	2.29	N/A	N/A
Smoked Wings	230	2.54	30	2.35	N/A	N/A
Smoked Necks	170	2.40	20	2.29	N/A	N/A
GROUND TURKEY:	9,500	3.56	8,070	3.46	N/A	N/A
Patties	500	3.76	330	4.16	N/A	N/A
Sausage	400	3.25	670	3.60	N/A	N/A
85% lean	3,380	2.91	2,170	2.92	N/A	N/A
93% lean	2,680	3.29	3,940	3.38	N/A	N/A
Breast	2,540	4.86	960	4.74	N/A	N/A
Rolls (frsh/frz 1 lb.)	130	2.77	660	2.67	N/A	N/A
Specialty ^{5/}						
Patties			160	4.24	N/A	N/A
93-94% lean	410	4.81	1,720	4.23	N/A	N/A
Breast	1,420	6.47	110	5.99	N/A	N/A

Note: rolls & specialty not included in ground turkey total and weighted average.

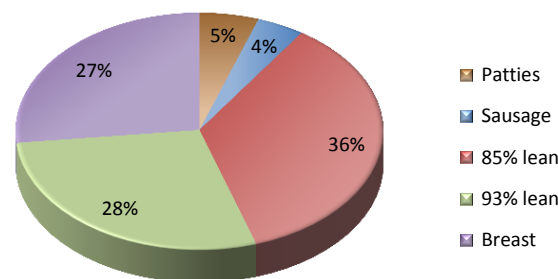
This Week's Turkey Feature Highlights

Retailers have taken notice of turkey for first of the month feature activity. Offerings are almost non-existent for fresh and frozen whole turkeys. Instead, featuring is very active on frozen bone-in breasts and prices are much lower this week; perhaps it is time to stock the freezer? More stores are promoting rotisserie breasts; prices are sharply higher. Offerings increase on boneless white parts; cutlets are heavily promoted and the weighted average price is unchanged from last week. Dark parts are fully represented in this week's circulars; offerings increase on fresh and smoked parts, prices are higher. Feature activity increases on ground turkey; the weighted average price is higher due to an increase in promoting ground breast. For a change, this week it is the 85% lean that is most actively promoted; prices are lower on all grinds except ground breast. Offerings also increases on specialty ground breast. Offerings increase on service deli and self-service deli items. Prices are mostly higher on service deli items, mostly lower on self-service deli items.

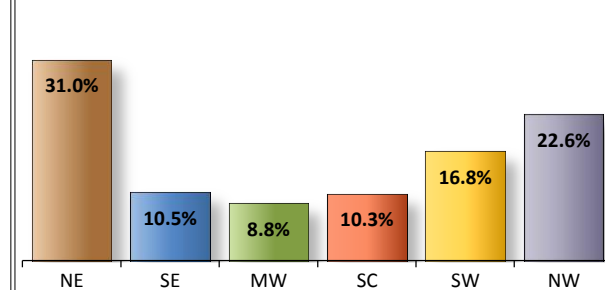
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	71.7% of 4,700 sampled outlets			51.3% of 5,900 sampled outlets			37.2% of 4,200 sampled outlets		
Activity Index ^{2/}	1.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			3.1% of stores w/ no-price promotions		
	Activity Index = 7,040			Activity Index = 3,250			Activity Index = 1,820		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.49	10 1.49							
" - Toms									
Frozen - Hens							1.29	10 1.29	
" - Toms							1.29	10 1.29	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	10 2.99							
Frozen	0.97 - 1.99	890 1.63		1.38 - 1.49	530 1.47		1.19 - 1.89	750 1.53	
Split, bone-in									
Fresh	2.99	10 2.99							
Rotisserie	7.99	580 7.99		7.99	90 7.99		8.99	10 8.99	
Boneless, whole	4.79 - 4.99	230 4.80							
Cutlets	3.99 - 5.49	800 5.00							
Cutlets, thin sliced	4.99	40 4.99							
Strips									
Tenders									
Marinated Tenders	3.99	110 3.99							
Drumsticks	1.99 - 2.68	110 2.61		1.39	10 1.39		1.99	20 1.99	
Thighs									
Wings	1.99 - 2.99	150 2.71		1.59 - 2.99	30 2.51		1.99	20 1.99	
Necks							1.79	20 1.79	
Smoked Drumsticks	2.29 - 2.69	160 2.64					2.29	120 2.29	
Smoked Wings	2.29 - 2.59	220 2.54		2.69	10 2.69				
Smoked Necks	2.29 - 2.39	160 2.38		2.69	10 2.69				
GROUND TURKEY:									
Patties	3.29 - 3.99	320 3.94		3.99	20 3.99		3.00 - 3.50	160 3.36	
Sausage	3.03 - 3.19	120 3.18		3.99	100 3.99		2.80 - 3.28	160 2.89	
85% lean	2.66 - 3.50	520 2.86		2.50 - 3.50	2,200 2.90		2.50 - 3.20	140 2.87	
93% lean	2.39 - 3.84	1,530 3.22		2.49 - 3.99	160 3.30		2.91 - 3.33	90 3.13	
Breast (99-100% lean)	3.84 - 5.38	770 4.64		4.16 - 4.61	50 4.51		4.16 - 5.19	270 4.29	
Rolls (frsh/frz 1 lb.)							2.08 - 3.48	30 2.59	
Specialty ^{5/}									
Patties									
93-94% lean	4.49 - 4.99	150 4.51							
Breast	5.99 - 6.49	150 6.28		6.49	40 6.49		6.49	10 6.49	

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/03 thru 10/09.

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Fri. Oct 03, 2014

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	37.4% of 4,200 sampled outlets			49.9% of 2,800 sampled outlets			57.5% of 1,200 sampled outlets		
Special Rate ^{4/}	0.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			8.5% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,120			Activity Index = 2,520			Activity Index = 1,400		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.59	520	1.53	1.29 - 1.49	290	1.30	1.69 - 1.99	110	1.88
Split, bone-in									
Fresh									
Rotisserie	7.99	10	7.99	8.99	130	8.99			
Boneless, whole									
Cutlets	3.89	70	3.89				6.99	10	6.99
Cutlets, thin sliced									
Strips									
Tenders	3.89	70	3.89						
Marinated Tenders	3.73	30	3.73				3.79 - 4.66	30	3.96
Drumsticks							2.99	100	2.99
Thighs							2.99	100	2.99
Wings							2.99	100	2.99
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	2.80	10	2.80	2.87	10	2.87			
85% lean	2.49 - 3.32	160	2.84	2.80 - 3.50	360	3.09			
93% lean	2.49 - 3.99	280	3.13	2.99 - 4.23	340	3.33	3.19 - 4.99	280	3.79
Breast (99-100% lean)	4.16 - 5.19	530	4.86	5.19 - 5.91	580	5.23	5.19 - 5.99	340	5.21
Rolls (frsh/frz 1 lb.)	1.88 - 3.39	100	2.82						
Specialty ^{5/}									
Patties									
93-94% lean				4.59 - 4.99	260	4.98			
Breast	6.49	340	6.49	6.49	550	6.49	6.49	330	6.49

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/03 thru 10/09.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Oct 03, 2014

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	69.7% of 22,900 stores		58.3% of 22,900 stores		N/A		80.6% of 4,700 sampled outlets			77.2% of 5,900 sampled outlets		
Activity Index 2/	50,200		37,700		N/A		Activity Index = 13,940			Activity Index = 12,500		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,770	8.31	4,460	8.20	N/A	N/A	6.48 - 9.99	1,190	8.59	6.99 - 9.99	1,240	8.22
Private Brand	2,000	7.81	970	7.43	N/A	N/A	6.99 - 8.99	1,660	7.72	6.99	40	6.99
Category 2												
Processor Brand	3,400	6.36	3,450	6.14	N/A	N/A	4.99 - 6.99	1,360	6.53	4.99 - 6.99	270	6.09
Private Brand	6,560	7.19	3,880	6.81	N/A	N/A	4.99 - 7.99	1,230	6.67	6.49 - 7.99	1,260	6.60
Category 3												
Processor Brand	980	4.43	1,180	4.16	N/A	N/A	3.99 - 4.99	650	4.57	3.99 - 4.99	140	4.63
Private Brand	200	5.00	60	4.33	N/A	N/A	3.99 - 5.48	80	5.02			
Turkey Ham												
Processor Brand	190	4.16	530	3.79	N/A	N/A	3.29 - 4.99	140	4.19	4.99	20	4.99
Private Brand					N/A	N/A						
Turkey Pastrami												
Processor Brand	370	4.94	310	5.20	N/A	N/A	3.99 - 6.99	320	4.91	4.99	20	4.99
Private Brand					N/A	N/A						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6,350	7.80	2,440	8.24	N/A	N/A	6.48 - 10.49	1,680	7.53	6.99 - 8.99	3,300	7.84
Private Brand	940	7.03	1,160	7.96	N/A	N/A	6.99	890	6.99			
Category 2												
Processor Brand	440	5.46	100	5.35	N/A	N/A	4.59 - 5.99	400	5.49	4.78	20	4.78
Private Brand	220	5.98	420	5.99	N/A	N/A						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	11,730	3.43	5,300	3.45	N/A	N/A	2.49 - 4.29	1,890	3.51	2.35 - 4.00	3,350	3.21
Private Brand	620	3.04	3,010	3.22	N/A	N/A	2.99 - 3.50	220	3.39	2.50	50	2.50
Turkey 16 oz												
Processor Brand	1,300	5.29	2,660	6.00	N/A	N/A	4.79 - 5.99	130	5.33	5.99	500	5.99
Private Brand					N/A	N/A						
Chicken 7-10 oz												
Processor Brand	10,510	3.53	4,790	3.40	N/A	N/A	2.50 - 4.29	1,880	3.52	2.50 - 4.00	2,240	3.55
Private Brand	620	3.04	2,980	3.23	N/A	N/A	2.99 - 3.50	220	3.39	2.50	50	2.50

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	67.2% of 4,200 sampled outlets			57.7% of 4,200 sampled outlets			55.1% of 2,800 sampled outlets			72.6% of 1,200 sampled outlets		
Activity Index 2/	Activity Index = 9,260			Activity Index = 7,320			Activity Index = 4,770			Activity Index = 2,410		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.29 - 9.99	830 7.89		7.49 - 10.99	260 8.57		7.49 - 9.49	220 8.27		7.99 - 12.99	30 10.34	
Private Brand	7.99 - 10.99	190 8.76		6.49 - 8.49	110 7.76							
Category 2												
Processor Brand	4.99 - 6.99	1,040 6.41		4.99 - 5.99	510 5.89		4.79 - 6.99	180 6.82		4.49 - 6.48	40 5.20	
Private Brand	4.99 - 7.99	670 6.65		5.99 - 7.99	1,460 7.37		7.99	1,140 7.99		7.49 - 7.99	800 7.91	
Category 3												
Processor Brand	3.49 - 4.88	120 3.83		3.79	20 3.79		3.77	50 3.77				
Private Brand					120 4.99							
Turkey Ham												
Processor Brand	3.79	10 3.79					2.99 - 3.39	20 3.31				
Private Brand												
Turkey Pastrami												
Processor Brand	3.98 - 6.99	30 5.18										
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 9.49	670 7.62		6.99 - 9.99	240 8.02		6.99 - 8.99	300 8.79		6.99 - 11.99	160 8.56	
Private Brand	6.99 - 7.99	30 7.52		7.99	20 7.99							
Category 2												
Processor Brand	4.99 - 5.98	20 5.42										
Private Brand	5.79 - 5.99	130 5.97		5.99	90 5.99							
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.49 - 3.99	2,150 3.28		2.19 - 2.99	2,200 3.56		2.49 - 3.99	1,450 3.77		2.68 - 3.99	690 3.62	
Private Brand	2.69 - 3.50	350 2.90										
Turkey 16 oz												
Processor Brand	3.99 - 5.49	530 4.66		3.99 - 5.99	140 5.13							
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.49 - 3.99	2,140 3.28		2.19 - 2.99	2,150 3.57		2.50 - 3.99	1,410 3.80		2.68 - 3.99	690 3.62	
Private Brand	2.69 - 3.50	350 2.90										

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

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